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Media Advisory

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For Monday, October 19, 2009

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Calling Out the Inside Game to Kill Health Care Reform: Insurance Whistleblower Comes to Appleton

Appleton: On Monday, October 19, ESTHER and the Wisconsin Health Care for America Now Coalition (HCAN)—part of the nation's largest health care campaign—will host guest speaker, Wendell Potter.

Potter spent more than 20 years as a public relations executive for two large health insurers - Cigna and Humana - but left the industry after witnessing practices he felt harmed American health care consumers. To him, there was a heart-breaking discrepancy between Americans struggling to find affordable, comprehensive coverage and wealthy insurance executives who based their premium charges – and coverage decisions – on profits rather than people's health care needs. He has come forward in the hopes of stopping the health insurance industry from once again derailing meaningful reform.

In a recent moveon.org television advertisement, Potter can be quoted as saying; "Take it from me," Potter says, "the Senate Finance bill is a dream come true of the health insurance industry. If there is no public option insurance companies aren't going to change. The choice of a public health insurance option is the only way to keep insurance companies honest."

Potter will discuss how for-profit insurers have worked to ensure that the industry is using its wealth and influence to determine what gets included and excluded in the legislation currently before Congress. Potter will speak in Appleton the evening before the Senate and House bills are expected to hit the floor for two weeks of discussion.

A press room will be available for members of the media to interview Wendell Potter prior to the event. Mr. Potter will be traveling to his next location immediately following the October 19th event.

Who: ESTHER, Wisconsin Health Care for America Now Coalition, JOSHUA , Citizen Action of Wisconsin, and Labor Council

What: Public speaking event, health care testimonies, and open questions to follow. (media interviews prior to the event)

Where: First English Lutheran Church, 326 East North Street, Appleton, WI.

When: Monday, October 19, 6:30-8:00 PM

ESTHER is a non-profit and faith-based organization working for positive change in the greater Fox Valley. For additional information go to our website: www.esther-foxvalley.org. Health Care for America Now! is organizing to assure that the first order of business after passage of the economic recover act is to pass legislation this year that guarantees quality, affordable health care for all.

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